



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Potholm
201 North Union Street
Suite 200
Alexandria, VA 22314

Contract # 324607

Schedule Dates 07/31/12-08/06/12
Advertiser Smith, Tom/R/SEN/PA (15776)
Agency SRCP - Stevens Reed Curcio & Potholm (2056)
Product Political - Federal Candidate (1067)
Brand POL/T SMITH/R/SEN/PA (133988)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name VONDERHEID,BETSY
Phone/Fax /
CPE 11/15/179
Account Types National/Political
Billing Type Standard
Comments TOM SMITH FOR SENATE
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** TOM SMITH FOR SENATE

Date Entered 07/30/12
Last Modified 08/02/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06256901
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,955.00
Net Total \$16,745.00
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Aug. 2012
Spots 16
Rate \$19,700.00
Grand Total: 16 \$19,700.00

OK

Replace CF

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Sports-Olympics	07/31/12-08/03/12	5	:30	10A- 2012 Olympic Summer Games - Daytime	2		X	X	X	X			2	\$800.00	\$1,600.00	Pittsburgh (WPXI)	OLY 10a-5p/1	7/30/12
2.0	Normal Line / Sports-Olympics	07/31/12-08/03/12	5	:30	12A- Channel 11 News Following Olympics	1		X	X	X	X			1	\$2,000.00	\$2,000.00	Pittsburgh (WPXI)	OLY LATE NEWS/12M-1235A/2	7/30/12
3.0	Normal Line / Spot	07/31/12-08/03/12	5	:30	4:58P- CHANNEL 11 NEWS-FIRST AT FIVE	2		X	X	X	X			2	\$800.00	\$1,600.00	Pittsburgh (WPXI)	NEWS 5-6P/3	7/30/12
4.0	Revised Line / Spot	07/31/12-08/03/12	5	:30	5:58P- Channel 11 News At 6pm M-F	5		X	X	X	X						Pittsburgh (WPXI)	NEWS 6-630P/4	7/30/12
4.1	Normal Line / Spot	07/31/12-08/03/12	5	:30	5:58P- Channel 11 News At 6pm M-F	1		1	1	1	1			4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	NEWS 6-630P/4	7/30/12
5.0	Revised Line / Spot	07/31/12-08/03/12	5	:30	7A- Today Show	5		X	X	X	X						Pittsburgh (WPXI)	TODAY 6-9A/5	7/30/12
5.1	Normal Line / Spot	07/31/12-08/03/12	5	:30	7A- Today Show	1		1	1	1	1			4	\$600.00	\$2,400.00	Pittsburgh (WPXI)	TODAY 6-9A/5	7/30/12
6.0	Revised Line / Sports-Olympics	08/06/12-08/06/12	5	:30	1:35A- 2012 Olympic Summer Games - Primetime Repeat	1											Pittsburgh (WPXI)	OLYMPICS 8P-12A/	7/30/12
6.1	Normal Line / Sports-Olympics	08/06/12-08/06/12	5	:30	7:57P- 2012 Olympic Summer Games - Primetime	1									\$7,500.00		Pittsburgh (WPXI)	OLYMPICS 8P-12A/10	8/1/12
6.1.1	Closed Preempt	08/06/12															Pittsburgh (WPXI)	Pre-empt/Spot -	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____ Accepted-Station: _____ Date: _____ Comments: _____

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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Schedule Dates	07/31/12-08/06/12	Date Entered	07/30/12
Advertiser	Smith, Tom/R/SEN/PA (15776)	Last Modified	08/02/12
Agency	SRCP - Stevens Reed Curcio & Polholm (2056)	Entered By	Jennifer Stewart
Product	Political - Federal Candidate (1067)	CO-OP	Yes
Brand	POL/T SMITH/R/SEN/PA (133988)	Headline #	06256901
Salesperson	Telerep/Washington DC, Washington DC (1040)	Demo	
Sales Office	Telerep/Washington DC	Order Type	Normal
Buyer Name	VONDERHEID, BETSY	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	11/15/179	Commission	\$2,955.00
Account Types	National/Political	Net Total	\$16,745.00
Billing Type	Standard	Sales Tax	
Comments	TOM SMITH FOR SENATE ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** TOM SMITH FOR SENATE		

Pittsburgh (WPXI)			
By Broadcast Month	Spots	Rate	
Aug. 2012	16	\$19,700.00	
Grand Total:	16	\$19,700.00	

Line	Line Type / Break Type (ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
7.0	Normal Line / Spot	08/06/12-08/06/12	5	:30	5:58p- Channel 11 News At 6pm M-F	1								1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6-630P/7	7/30/12
8.0	Normal Line / Spot	08/06/12-08/06/12	5	:30	7A- Today Show	1								1	\$600.00	\$600.00	Pittsburgh (WPXI)	TODAY 6-9A/8	7/30/12
9.0	M/G For 6.1.1 / Sports-Olympics	08/03/12-08/03/12	5	:30	7:57P- 2012 Olympic Summer Games - Primetime							1		1	\$7,500.00	\$7,500.00	Pittsburgh (WPXI)	OLYMPICS 8P-12A/10	8/2/12

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Date:

Accepted-Station:

Date:

Comments:

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